

## Globalization from WHO and for Who: A Tour to Reformed Imperialism

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**Abstract:** Globalization today is at a dangerous crossroads. Although many alleged it has provided enormous benefits, but the systemic risks and growing inequality it causes necessitate urgent action. The myth of a borderless world is crashing down. Traditional pillars of open markets; the United Kingdom and United States are wobbling. This is evident in the Brexit vote which stunned European Union and the world at large, couple with the recent policies of the American government towards its fellow western allies and immigrants. Many people are beginning to feel so troubled about our economic future. The failure to arrest these global developments is likely to lead to growing nationalist policies, protectionism and xenophobia, which the world is already witnessing. Globalization has created growth, no doubt. But what kind of growth? And for who? This crisis posed by globalization has forced many to question the motive behind this phenomenon. Could this be renewed imperialism? This paper adopts rational and analytic methods in exposing this argument.

**Keywords:** globalization, capitalism, imperialism.

### INTRODUCTION

There is barely another term, in the social sciences, that has caused more perplexity due to its ubiquity and vagueness than the word globalization.

Globalization refers to neoliberal expansion of enhanced interconnectedness across the world; which leads to a "shrinking" of territoriality as people, capital and goods, travel without restraint across all borders, producing in effect of a borderless world [1]. This has enormous impact on states, their economies, the world financial situation, cultures, military affairs, religion, politics, the environment and even personal lives. The phrase "globalization" has acquired significant emotive force [2]. Some sees it as a process that is favorable - a key to potential world economic development which is also irreversible and inevitable. But here lies the question, it is beneficial to who? Many see it with resentment, many even fear, believing that it enhance inequality between and within countries, living standards of people, threatens employment and frustrate social advancement of developing nations; invariably it is noted as new form of imperialism. Back then in the 1990s, the West had guaranteed a better world. The claim and its outwardly predictable mantra was that "globalization will lift all boats"! Mass media in the US and also in the Western countries worked passionately to popularize the enormous benefits that globalization would ensue to all. Peace and prosperity so they say would go to nations in approval of "free market" economy; hence, deregulation and privatization were promoted to the point of adulation, not just by the ever flattering mass media but also by well-known

journalists, academics and scholars [3]. It would be no exaggeration to assert that globalization itself was presented to the world as a panacea, a cure for all ills of nations and societies alike. All they had to do was to open their borders up as wide as possible, for a massive injection of privatization, deregulation and capital, and development and progress would tag along, almost as if it is parallel to a natural law. Western Presidents and Prime Ministers also spoke about the alleged blessings of Globalization. Bill Clinton talked about the "fact" that the train of globalization should not and cannot be halted, Also Tony Blair commends it likewise, and Bush Jr., also adorned its virtues. According to Mark Engler, President Obama has taken globalization to a new stature; even surpassing Bush Jr.'s who champion it [4]. And then Donald Trump got elected, many people sees him as globalization's opponent, this is because he was catapulted to power on an anti-immigration and protectionist agenda. Despite Donald Trump anti-globalization policies, never had the history of America has such low unemployment rate. This reviews something about globalization. The initiative of globalization is simple: "free trade" would naturally see to it that once all borders were open there would not be only more goods and services to go around but that by this fact consumers, all over the world, would have:

- A wider variety of goods and services to choose from, and

- Such a wide variety also inevitably brought with it more competition.

As an additional boost, it was argued that the internet would also be a new conduit for conducting e-business globally, which would again bring down costs and make communication almost instantaneous, connecting in the process, billions. The central economic subject in many countries, together with the United States, where it has been the meta-theme of the year 2016 election cycle, is that even as the world economy in its entirety has boomed over the last 40 years, development *within* countries has been less and less evenly shared. Globalization has been said to bring good news to those with the skills, products, and resources to market internationally. But does it also work for third world countries and world's poor people? That is the focal question around with the deliberate over globalization - in essence, free flow of capital, free trade revolves. Antiglobalization campaigners may have had only partial success in blocking world trade negotiations or unsettling the meetings of the International Monetary Fund (IMF), but they have irreversibly distorted the terms of the debate. Poverty is now the defining issue for the developing countries [5]. The captains of the world economy are obviously the one gaining.

#### **Globalization; What Is It?**

It is a phrase that assembles itself naturally in the English language by merging the word "global" with the standard suffix "ization". It apparently must mean "to become global", "to make global" or something within these lines [6]. According to the Oxford dictionary, the phrase globalization was first used in the 1930 [6]. It entered into the Merriam-Webster dictionary in 1951. It was commonly used by social scientists and economists by the 1960s. Marshall McLuhan, a Canadian who examined the impact of mass media on society, coined the term "global village" in 1962 [7]. The phrase "globalization" began to be more pronounced regularly in the 1980s, dazzling technological changes that made it easier and quicker to complete international dealings -both trade and financial flows. According to Anthony McGrew globalization comprises of

*Multiplicity of linkages and interconnections that transcend the nation states (and by implication the societies) which make up the modern world system. It defines a process through which events, decisions and activities in one part of the world can come to have a significant consequence for individuals and communities in quite distant parts of the globe [8].*

Philip Cerny furthermore hints that globalization redefines the alliance between authority and territoriality, shifting power from the level of the state to supranational as well as subnational units.

Robert Z. Lawrence is insistent in stating that globalization shifts authority - specifically from the local and the regional level higher. Cerny adds to another place that:

*Globalization is defined here as a set of economic and political structures and processes deriving from the changing character of the goods and assets that comprise the base of the international political economy—in particular, the increasing structural differentiation of those goods and assets [9].*

Globalization purely refers to an extension outside national borders of the same market forces that have operated for centuries at different levels of humaneconomic actions - urban industries, village markets, or financial centers. Globalization points to the whole venture towards making the world community as a global village. Goods that were mostly found in western countries can now be seen across the globe. It is also been believed that underdeveloped areas can enjoy the benefits of industrial progress and scientific advances available in developed societies for the growth and improvement of their areas. On business management scale globalization is interconnection of international markets and managing businesses within the global industry. This comprises of foreign investments whereby companies expand their business and invests in foreign countries. Globalization is said to simplify business management internationally. This is due to the development in transport, communication, technology, education, and regulations of trade that seems to allow fair trade to all parties [6]. This magnetizes more people to engage in international trade and international business. Globalization can also be seen as an ongoing process by which regional cultures, societies and economies have become incorporated through a globe-spanning network of communication and trade. The development of globalization includes a number of factors which are brisk technology developments that make global communications possible, transportation developments that make traveling faster and political developments such as the fall of communism [10]. These produce greater development opportunities for companies with the opening up of additional markets, allow greater customer harmonization as a result of the increase in shared cultural values, and provide a superior competitive position with lower operating costs in other countries and access to new raw materials, resources, and investment opportunities. Globalization through global production, global markets and global communications have facilitated and promoted by a fourth area of global activity in relation to money. For illustration, the American dollar, Euro, the Japanese yen and other major national currencies flows globally. They are often used wherever on earth; through electronic means, physical means, via air transport, anywhere in efficiently no time. Most bankcards can remove cash in local currency from the numerous of

automated teller machines (ATMs) around the world. Also credit cards like Visa, MasterCard and American Express can be used for payments in almost every country in the globe [7]. People can move with ease from one country to another, domestic markets are opening up for foreign investments, trade restrictions are reducing, telecommunications are better established and the countries that are leading the innovations are transferring their technologies to other countries in need [7]. Ikegbu views globalization as nothing less than a conspiracy that America entered into with the two known economic predators – IMF and Worldbank for the unfiltered marketing of the American ideas on the shores of the third world countries. He argues thus;

*With the collaboration of these forces, America seeks to unite the world and impose its economic policies on the world at large. The scale of this American ideology or policy, or even the Americanization of the entire world is gathering momentum through the new economic regime. This American opinion is expressible through the concept of globalization [11].*

Globalization is not just a concept the whole world should just embrace as if it has reached its zenith in all consideration. Indeed, globalization serves as an economic cum political design aimed at furthering its imperialistic posture, feasting on the economic growth of the third world, while claiming to promote economic development and growth of those nations. No matter its attempt to impress the world via technological advancement, electronic commerce etc, it is another economic dehumanizing posture for the benefit of a clan or segment of the society at large.

### **Effects of Globalization on Business Management In Developed Countries**

Most successful emerging markets in developed countries are as a result of privatization of state owned industries. In order for these industries to increase profit and consumer demand, many of them are attempting to expand and extend their value chain to an international level. The effect of globalization on business control is visible with the aid of the surprising growth of wide variety of transactions across the borders. In protecting, yielding and maintaining competitiveness, global businesses will continue to develop a wide array of their footprint as it lowers cost and enjoys economies of scale [12]. Multinational corporations and organizations are as an end consequence of globalization. They inhabit a significant role in the process of globalization as proven through global overseas direct investment inflows. Their concentrations within Europe and America in western economies has caused length constraints, therefore there are needs for new geographical areas to function whereby they may face a whole lot of contest in the market. Through this, they will often extend their marketplace, enjoy economies of scale as globalization

helps area compression, and compete at all tiers along with that of attracting investors [13].

United States as an instance appears to have effective effect upon many other international societies and countries. The globe today has a popular cultural force. The famous consumer tradition of the economically dominant West is relentlessly and necessarily remodeling other regions, cultures, nations and societies. In addition, such perspective implies that technological exchange, mass media, and client orientated, advertising campaigns works in tandem to remake something they contact of their own image. Even ideas and attitudes about religion, society and technology are altered by cultural diffusion brought by globalization. Example, in America McDonalds represents rapid, reasonably-priced and handy meals at the same time as it isn't always the same internationally. It's of high price in different international locations like China, Russia and third world countries where it involves cultural experience [14]. Globalization has created and improved foreign change within the world. Product and services that are only found in evolved countries can now be discovered in different nations across the world. People can now get anything they need, from any country and through a click via internet or just through a phone call. Through this developed nations can export their items to other nations. These countries which export items get comparative advantages. Organizations had been set up that allows you to manipulate and regulate the exchange activities of the nations within the world so as to have better trade. World trade organization proves to be a powerful international organization competent of efficiently influencing countries governments to follow international trade rules, policies on subsidies, copyrights, taxes and tariffs. No country can break these rules without facing economic penalty [15]. Developed countries' economies are increasingly dependent on the natural resources of the developing nations. Growing interdependence of the developed countries and their activities on the poor fostered by the depletion of natural resources; as brain drain developing nations [16]. It will amount to display of wisdom and objective assessment to equally argue that globalization has further reduced the burden of humanity by compressing the world into a unit especially on the area of information communication technology and transportation. Communication has reduced traffic on our roads and good transportation models have also reduced congestion. People can transact their businesses in the comfort of their homes. The fact remains that the huge benefits of globalization go to the global core communities.

### **Globalization, Global Capitalism and New Imperialism**

From the above it may be claimed that globalization symbolizes universalizing of western powers values. Since its emergence, term has been

utilized by its protagonists to explain deepening transnational flows of capital, trade, information and technology inside an emerging global marketplace as well as the spread of (“Western”) norms, values and cultural practices [17]. Leninist defined imperialism nevertheless as a certain structural distinctiveness of capitalism, as also certain characteristics pertaining to the founding of unequal and expansionary international power connections, in his words he claimed that ‘the general and fundamental law’ of the imperialist stage, as well as of the necessity for exporting capital from the countries of the ‘override’ capitalism, in order to be more profitably invested in the underdeveloped countries’ [18]. And it is not at all accidental that the concept of imperialism has been historically associated, almost exclusively, with these expansionary characteristics of globalization. From its early stage, capitalism has developed international relations, which are characterized by competition among capitalist blocs (based on nation states) and by an unequal exchange between developed and underdeveloped countries. In this sense, therefore, imperialism does not solely pertain to the monopoly stage of capitalism, but constitutes the general mode of development of capitalism as an international system [16]. For William Robinson, global capitalism is a phase of capitalist development that is characterized by ‘a transition from the nation state phase of world capitalism ... to a transnational phase’ [19]. This phase is characterized by the incorporation of all countries and all people into capitalism, total commoditization and marketization, the global mobility of capital, transnational corporate investment, and the rise of globalized circuits of production and accumulation. ‘Transnational capital has become the dominant, or hegemonic, fraction of capital on a world scale’ [19]. Leslie Sklair [20] used the notions of capitalist globalization and global capitalism in a manner that is equivalent to that of Robinson. ‘Under the situation of capitalist globalization, the transnational businesses and corporations strive to control material resources and global capital, the transnational capitalist class also attempt to control global power, and lastly, the transnational agents and institutions of the culture-ideology of consumerism strive to control the realm of ideas’ [20].

The Brits reason for imperialism in Africa, spearheaded by Sir Fowell Buxton, was termed the Gospel and the Plough – in other words, Christianity and industry [21]. Latter the game changed from the use of religion as Christianity is been exchanged with policy, but the motives is always the same with the tenets of globalization. The query of imperialism (and behind it the question of its opposite contrary – development and liberation) has constantly weighed on the history of capitalism up to the present. Thus the triumph of the liberation movements that received the political independence of the African and Asian countries after the Second World War did not only put an end to the system of colonialism but also, in another

way, brought to a close the era of European expansionism that had opened in 1492. The ruling classes of the colonialist countries of Europe did no fail to keep in mind that a brand new page of history had been turned. The construction of a notable European area – rich, developed, strong military traditions, having a first-class technological and scientific potential - seemed to represent a better alternative on which to located a new resurgence of capitalist amassing, without “colonies”- that is, on the source of a brand new sort of globalization, exceptional from the system of 1492 [15]. The query remained how this new world system could be different from the old, if it would still be as polarizing as the old one, even if on a new base, or if it would cease to be so. Today we see the early period of a wave of devastation of the world with the aid of imperialist growth, endorsed with the aid of disintegration of the Soviet system and of the regimes of democratic nationalism in the Third World. The goals of dominant capital are nonetheless the same - the looting of the earth’s natural resources, the control of the expansion of markets, the superexploitation of the labor reserves in the periphery - even though they’re being pursued in situations which can be said to be new and in some respects very different from those that characterised the previous segment of imperialism. The ideological discourse designed to cozy the assent of the peoples of the central Triad (Europe, the United States and China) has been refurbished and is now founded on a “responsibility to interfere” this is supposedly justified with the aid of the protection of “democracy,” “humanitarianism” and the “rights of peoples.” The examples of the double trendy are so flagrant that it appears apparent to the Africans and Asians how cynically this language is used. Western attitude, has however responded to it with lots eagerness just like the explanation of earlier levels of imperialism [22].

Globalization of the economic system is certainly very profitable to some privileged businesses. But the pursuits of these corporations cannot be recognized with those of the whole of humanity. Anarchic and hasty globalization often simply leads to unemployment, injustice, inflation and instability anywhere, and in the end, will unavoidably be to the disadvantage for the entirety of mankind. It is not desirable, necessary or inevitable. It would be credible only if it were preceded by comparable development of different economies, world political unity and the establishment of an appropriate world institutional and moral framework, circumstances that evidently, currently are not and cannot be met. Globalization is to be blamed for world’s unemployment situation though it brought some jobs opportunities. Poverty is increasing and worsening the situation of developing countries, said by a representative of Algeria in a UN Submit [23]. Disparities between developed and developing countries had deepened due to factors such as the deterioration of trade, foreign debt, declining official development assistance levels and the negative effects

of globalization [24]. In reality, the major reason for unemployment today is the worldwide liberalization of trade in an international market that is characterized by using significant disparities in actual salaries. This unemployment of course has, only been able to increase because of the continuation of low salaries and insufficient flexibility in the labor market. These adverse effects are aggravated by the system of floating exchange rates, the total deregulation of the movements of capital, and "monetary dumping" by many countries following under valuation of their currencies. The effects of globalist free exchange are not only limited to a massive increase in unemployment [25]. They also mean a raise in inequality, a progressive obliteration of the industrial fabric and a substantial slowing-down in the increase of living standards. Also, it is a threat to hundreds of thousands of jobs as it spreads into a foreign local market. Production and agricultural sectors go through the wrath of globalization as technology lessens the need for informal and unskilled labour in these sectors. This has regularly led to xenophobia attacks and protectionist schedule in nations.

Being the low cost provider of goods or services can be a rapid path to gaining more market and business than other competitors. This is the case of the big western business, entering into developing countries. They have the finance, the technical knowhow, the experience than the local once, this affects local businesses. The more professional a company's labor force is, the more are their chances to compete in this category. Also again we see that third world countries are most likely to specialize in activities with low added value, whereas developed countries, like USA, France etc, are going to specialize more and more in high technology [26]. The representative of Manitese, an Italian non-governmental organization, said that one year ago she had raised a question that the late President of France, François Mitterand, had asked the international community during the 1995 World Summit for Social Development: "Will we allow the world to become a global market without any laws other than those of the jungle, and with no objective other than to make profit in the minimum time, a world where speculation ruins in few hours the work of millions of men and women and threatens the result of long negotiations like these"? [26]. Up to now there had been no clear answer from the international community on that issue. Alternatively, numerous developing countries are disturbed with the rise of globalization because it may lead to destroy their own culture, identity, tradition, customs and their language.

Many developing countries have been affected negatively in these areas customs and traditions, their cultures are constantly changing. Globalization has fronted the spread of western influence and culture at the expense of local culture in developing countries like Nigeria. Many persons in developing nations often copy

what people in developed countries do. So, it's like they disregard their own culture, looking at it with disdain and practice western culture which they feel is superior [27]. For instance, eating habits, dressing styles and language. This are obviously the same effect in which imperialism has on its colonies and it's not surprising it is visible now in our globalized era. They often wear and behave like developed nations, and just a few people are wearing their traditional clothes that they are used to. Also, there are some rapid changes in to the way people eat. "Kentucky Fried Chicken (KFC) is the largest, fastest growing and highest potential units" [28]. Most people in cities around the world now prefer to buy fast foods because it is quick and enticing. This replaces home cooked food enjoyed with family and friends. Traditional recipes and diets are squashy to burgers, sodas and other highly standardized and processed foods that have a lot of sugar, fat, salt resulting in a global epidemic of obesity, diabetes, cancer and other chronic diseases. Furthermore, globalization leads to vanishing of many expressions and words from local language because most persons often speak English and French words. In addition, great changes have taken place in the family life, young people trying to leave their families and live alone when they get to 18 years old, and the extended family tends to become smaller than before [29].

It ought to be known that Human rights infringements have risen since globalization emerged, this is made visible through progress in technology, and furthermore human rights have statistically risen due to human trafficking. Human trafficking is defined by oxford dictionaries as "the illegal movement of people, typically for the purposes of forced labour or commercial sexual exploitation," and it still is an abundant factor that makes labour exploitation in the modern world [30]. In 2010, a news commentary aired by AsianNews, opined that 'more than hundred million children in India are enforced to work in slave-like circumstances.' The current population of India is stated to be 1.23 billion people approximately, of which the article states that hundred million children are forced to do labour, meaning roughly 8.13 percent of India's population consists of children who are forced to do labour, and exploited by making them do long, tedious hours of hard labour [31]. The number of slavery and human trafficking today has rose beyond the number collected during the colonial period. It is noticeable that each advancement humanity makes always come with a corresponding cost. Globalization and human trafficking are stark examples of this. As Wheaton, Schauer, and Galli [32] opine, it is not difficult for slavers to abuse people when the economic realities in many parts of the world causes anxiety and desperation. As long as there is cash to be made in illicit businesses from initially disposed people, capitalist seeking cheap, forced labor will use such tactics. In fact, human trafficking is the third most lucrative criminal enterprise worldwide, surpassed only by the illegal drug trade and

counterfeiting. As Wheaton, Shauer, and Galli opines, legitimate businesses and corporations also employ human smuggling. The goal is not just to have workers, but keep wages lower among workers. This is often done to maximize profit, expand stay competitive. So, again the matter comes down to the power money of the capitalist. As long as there is money to be made from people sweat, there will always be slavery of some form or another. That is now a sad fact of our existence here on earth.

*“In the early twenty-first century, American industry continues to rely on immigrants as the source of the least expensive labour. Suppressing wages is a way for business and industry to compete with ubiquitous subcontracting and outsourcing of production. The low cost of illegal immigrant labour and trafficked labour in such enterprises as agriculture and construction tends to depress wages for legal immigrants as well as for citizen labourers” [32].*

Anyone determined for a better life is exposed to the efforts of human traffickers. This is often the case of third world countries. At any given time in third world countries, economies are depressed and inflation eats away their income. When a year ago an economy was booming, today the people may begin to experience massive unemployment. When an economy was stagnant just as of last week, the economy can now begin to thrive today.

## CONCLUSION

In conclusion, it is evident that the progress of globalization involves all countries around the world. Developing countries are also been affected by globalization negatively. Globalization is the ideology that is driving this gargantuan inequality to ever continuing dizzying heights, and Wall Street and the US power elite are its main supporters as well as glaring beneficiaries. With the current realities of xenophobia and masses migration of Africans through the harsh weather of Sahara desert and the unsafe boat rides over the Atlantic Ocean. It is obvious that globalization is posing negative effects on the world's locale. Also many third world countries customs and cultures have disappeared such as traditional clothes and some language and expressions have changed. Additionally, the violence and drugs abuse are on the increased couple with a lot of deadly diseases which have spread under the influence of globalization. Not to talk of human trafficking and slave labour. It is much obvious that globalization was intended for the western powers, this is because the third world countries are obviously the losers. This paper concludes strongly, though arguable that globalization is the marketing of American ideals and or the Americanization of the ideas and policies of America to the world for its own advantages.

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